

Appl. No. 09/919,652  
Amdt. dated October 18, 2004  
Reply to Office action of September 28, 2004

Remarks/Arguments

The courtesy of the examiner in discussing the restriction requirement with applicant's attorney on October 15, 2004 is appreciated. As noted by applicant's attorney, the subject matter of all of the claims is related to the display of information regarding a plurality of products on checkout terminal monitors that are viewable by prospective purchasers in a retail establishment. The four independent claims are all directed to this general method, with the wording of the claims differing to reflect the steps undertaken by the different parties that might be involved in the transaction.

For example, independent claims 1 and 8 both require 1) identifying a plurality of products to be displayed on a check out terminal monitor, 2) compiling a database of product information, and 3) displaying the database on the checkout terminal monitor. Certainly if the examiner found prior art describing the subject matter of claim 1, he would hold that the subject matter of claim 8 would be obvious over the reference. Moreover, the subject matter of these claims, as noted in the office action, is in the same subclass. Therefore, no additional search would be required.

On the assumption that the examiner concurs, applicant has elected claims 1-14, comprising Groups I and II, for prosecution in this application. If the examiner does not concur, applicant will elect Group I.

Respectfully submitted,



William J. Mason  
Registration No. 22,948

Date: October 18, 2004  
File No. 5541-003

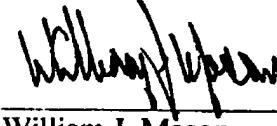
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Honorable Director of Patents and Trademarks  
Alexandria, VA 22313  
Sir:

**CERTIFICATE OF TRANSMISSION**

Date of Deposit: October 18, 2004

I hereby certify that this paper, which is an Amendment for the RETAIL ADVERTISING METHOD S/N 09/919,652 is being sent via facsimile 703-872-9306 to the United States Patent and Trademark Office on the date indicated above.



---

William J. Mason  
Registration No. 22,948

Our File No.: 5541-003